SYSTEM AND METHOD FOR DELIVERING MEDIA

Abstract of the Disclosure

A system and method for delivering advertisement media are provided. Each advertisement media is associated with an advertisement delivery campaign specifying an impression goal and a campaign date range. Utilizing a dynamic array representative of the campaign date range, an initial rotation frequency is calculated based on a predicted number of page views that will be encountered during the advertisement media campaign. As the campaign progresses, the predicted number of page views in each array element is replaced by the actual number of page views encountered. Accordingly, the rotation frequency will fluctuate with the number of actual page views encountered. An advertisement delivery engine utilizes the dynamic rotation frequency to select an appropriate advertisement for each advertisement request.